

## 5.1 TOURISM REPORT NOVEMBER 2017

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### Queen's Baton

The Commonwealth Games Queen's Baton will be arriving on Friday 15 December to celebrate Norfolk Island's participation in the 2018 Commonwealth Games. The Baton will feature in the Christmas Pageant Parade Friday evening with the Games athletes selected. After the parade, the Baton will be available to the community for photo opportunities. On Saturday 15 December, Channel 7 Sunrise will film the Baton with the athletes and feature as part of the weather crosses. The Baton will then proceed to relay between all sporting associations on Island throughout the afternoon. On Sunday 17 December, the Baton will depart to New Zealand (via Sydney) for one week before it arrives in Australia for the host destination relay.

### Channel 7 Sunrise

James Tobin and the Channel 7 Sunrise Crew will be on Island from 15 – 18 December. Norfolk Island will feature on the weather crosses Saturday 16 with the theme Destination Norfolk Island – Commonwealth Games athletes and Queen's Baton. Sunday 17 December's theme is 101 things to do on Norfolk Island, filmed at various Kingston locations. We plan to feature locals participating in some of the 101 suggested "things to do" as listed on the NIT website, Tripadvisor and a popular printed handout leaflet at the Visitors Information Centre.

### Ray Martin

In conjunction with the Queen's Baton arrival and Channel 7 Sunrise, Ray Martin the Norfolk Island ambassador will be on Island from 15 – 18 December. Ray will participate in the Sunrise weather film crosses and feature as part of the Queen's Baton relay. This will be excellent exposure for Norfolk Island having our ambassador involved in such a momentous occasion.



### Food Festival & Jazz Festival

Package holders for the Norfolk Island Food Festival have doubled from 2016 with an itinerary full of wonderful activities and delicious local produce, the participants are sure to leave Norfolk well satisfied. The 2017 Jazz Festival has achieved their best attendance numbers on record and have a great line-up of talented artists on Island for the whole week. These attendance numbers are a credit to the hard-working committees who put so much effort in year after year.

### Better Homes and Gardens Episode

Unfortunately, the night that Norfolk Island featured on Better Homes and Gardens the broadcast flicked from Channel 7 to Seven Mate half way through the program due to a football game. This caught us all by surprise and many locals missed watching. Norfolk Island Tourism (NIT) contacted Channel 7 who posted a disk with the Better Homes and Gardens stories about NI. NIT will use the videos for promotional purposes via Facebook, the website and in the Visitors Information Centre. NIT has received permission to use the disk at the Ferny Lane Theatre as a "preview" clip before the feature movies, along with our other promo videos.

### **Economic Development**

The Hindle Enterprise Group were on Island 20 – 24 November. At the Council meeting 15 November, Council considered economic development projects as suggested by the Hindle Enterprise Group through their work on island with various stakeholders. The passed resolution 2017/189:

1. Council notes the KAVHA project as summarised in this report;
2. Council directs Hindle Enterprise Group to pursue and facilitate discussions between airline operators and regional airports with a focus on Newcastle and Toowoomba (Wellcamp Airport) to stimulate tourism and economic development for Norfolk Island;
3. Council is supportive of the Hindle Enterprise Group to further investigate the pilot project titled *Medicinal Cannabis* in line with the Community Ownership model, provided that there is no cost to Council;
4. Council approves:
  - a) Hindle Enterprise Group to facilitate initial discussions between the General Manager (GM) and Richard Bush, Global Innovation Chair, International Centre for Balanced Land Use, based at the University of Newcastle's Institute for Energy and Resources; and
  - b) Authorises the GM to approve Richard Bush to visit with Hindle to consult with NIRC and the community on the possibility of establishing a project.

The final visit from Hindle will be 11 - 15 December.



### **New Image Gallery/Videos and Brochure**

Norfolk Island Tourism is currently updating their destination brochure, which will feature some of the new imagery from Scott Portelli and Mark Fitz. The brochure is scheduled for print by the end of December and will be used for destination marketing within Australia and New Zealand. All tourism operators will soon have access to the new hero images available on the NIT website. This complimentary service is just one of the many ways that Norfolk Island Tourism assists local businesses.

### **Cruise Ships**

The first cruise ship for the 2017/18 season is due to arrive at Norfolk Island Sunday 3 December 2017. The REGATTA – OCEANIA CRUISES has 684pax due to disembark from 8.00am – 5.00pm. Passengers will be shuttled between the pier and a transit point in the centre of town. A majority of passengers are engaged in tours for the morning and we hope to encourage all passengers to enjoy Burnt Pine and the Sunday markets.



Norfolk Island Tourism is looking for volunteer ambassadors willing to help answer questions from cruisers and able to disperse themselves around town. Volunteers will be provided with "ASK A LOCAL" badges and must be prepared to be asked questions by visitors. This project has been used in other cruise destinations and is very successful in helping cruisers to feel welcome.

**Industry E-newsletter - November**

On Thursday 9 November, NI Tourism distributed the Industry E-newsletter and delivered to 167 recipients. From the 167 deliveries, 70 were opened (open rate 42.9%). The links embedded in the newsletter produced only 19 clicks to other sites (click rate 11.7%). Comparing this to the statistics from the previous newsletter in September, (86 opens 55.5%, and 27 clicks 17.4%), it appears that interest has declined by 12.6% open rate. The next newsletter is due for distribution early January.

**“Win a Holiday for 2 to Norfolk Island” competition**

The “Win a Holiday for 2 to Norfolk Island” competition is seeing positive engagement levels with over 22,700 views of the video on Facebook. So far, we have received 8873 entries, with 6190 unique. Greenroom Digital have also implemented a tracking pixel across the website and have been successfully retargeting people who have been to the website, and in return seeing a low cost per engagement.

**Influencer Campaign Results**

The recent Influencer marketing campaign has had some amazing results.

	MARK FITZ 5 Instagram 1 video	MELISSA FINDLAY 29 Instagram 10 Facebook	SCOTT PORTELLI 5 Instagram	ZACH SANDERS 10 Instagram
Total Impressions across Instagram Photos	159,564	164,588	Not available	26,436
Total Instagram Photo Likes	22,978	56,379	18,720	3,996
Total Instagram Comments	841	678	348	110
Most Liked Instagram Photo/video	2,154	8,627	3995	580
Average Likes per Instagram Photo	1,531	5,637	1560	400
Total Impressions across Facebook & Twitter	49,875	474,164	Not available	Not available
Total Impressions across all social channels	209,439	638,752	Not available	26,436

Mark Fitz’s video posted by Tourism Australia (Australia.com) Facebook page on 7 November had 280,993 views, 9,580 likes, and 1979 shares. This affected the NI Tourism Facebook followers (4488 end Sep) increasing to 5436 on 7 Nov, to 6723 on 9 Nov, and currently 6818 followers (increase of 51.9% in 3 weeks).

<https://www.instagram.com/p/BbLvieLD5YC/?hl=en&taken-by=australia>

<https://www.facebook.com/SeeAustralia/videos/10155878819820909/>

Melissa Findley – Blog

<https://www.melissa-findley.com/blog/2017/norfolk-island>

**Other Recent Media Coverage**

Fishing World 23 October 7431 views

[http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm\\_medium=email&utm\\_campaign=Newsletter%20-%20231017&utm\\_content=Newsletter%20-%20231017+CID\\_a6b04db0a7b3113cfb33f0ad50805eec&utm\\_source=Email%20marketing%20software&utm\\_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action](http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm_medium=email&utm_campaign=Newsletter%20-%20231017&utm_content=Newsletter%20-%20231017+CID_a6b04db0a7b3113cfb33f0ad50805eec&utm_source=Email%20marketing%20software&utm_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action)

[http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm\\_medium=email&utm\\_campaign=Newsletter%20-%20231017&utm\\_content=Newsletter%20-%20231017+CID\\_a6b04db0a7b3113cfb33f0ad50805eec&utm\\_source=Email%20marketing%20software&utm\\_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action](http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm_medium=email&utm_campaign=Newsletter%20-%20231017&utm_content=Newsletter%20-%20231017+CID_a6b04db0a7b3113cfb33f0ad50805eec&utm_source=Email%20marketing%20software&utm_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action)

[http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm\\_medium=email&utm\\_campaign=Newsletter%20-%20231017&utm\\_content=Newsletter%20-%20231017+CID\\_a6b04db0a7b3113cfb33f0ad50805eec&utm\\_source=Email%20marketing%20software&utm\\_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action](http://www.fishingworld.com.au/fisho-tv/video-norfolk-island-land-based-game-action?utm_medium=email&utm_campaign=Newsletter%20-%20231017&utm_content=Newsletter%20-%20231017+CID_a6b04db0a7b3113cfb33f0ad50805eec&utm_source=Email%20marketing%20software&utm_term=VIDEO%20Norfolk%20Island%20land-based%20game%20action)

eGlobal Travel Media 24 October

<http://www.eglobaltravelmedia.com.au/norfolk-island-country-music-festival-back-in-the-charts-for-25th-year>

**RECOMMENDATION**

That the Tourism Report be noted.

**ATTACHMENTS**

Nil